



CUSTOMER RELATIONSHIP MANAGEMENT

CRM . . . It's about the customer!

Defense Logistics Agency



Customer Relationship Management (CRM) Program Update

Kelly Morris,
Director, Customer Support



Purpose of Today's Session



CRM... It's about the customer!

■ Purpose

- Learn more about Customer Relationship Management (CRM) at DLA/DESC
- Inform you about the status of the Agency's efforts in creating CRM tools and processes
- Discuss the next steps of DLA CRM Program

■ Bottom Line Up-Front

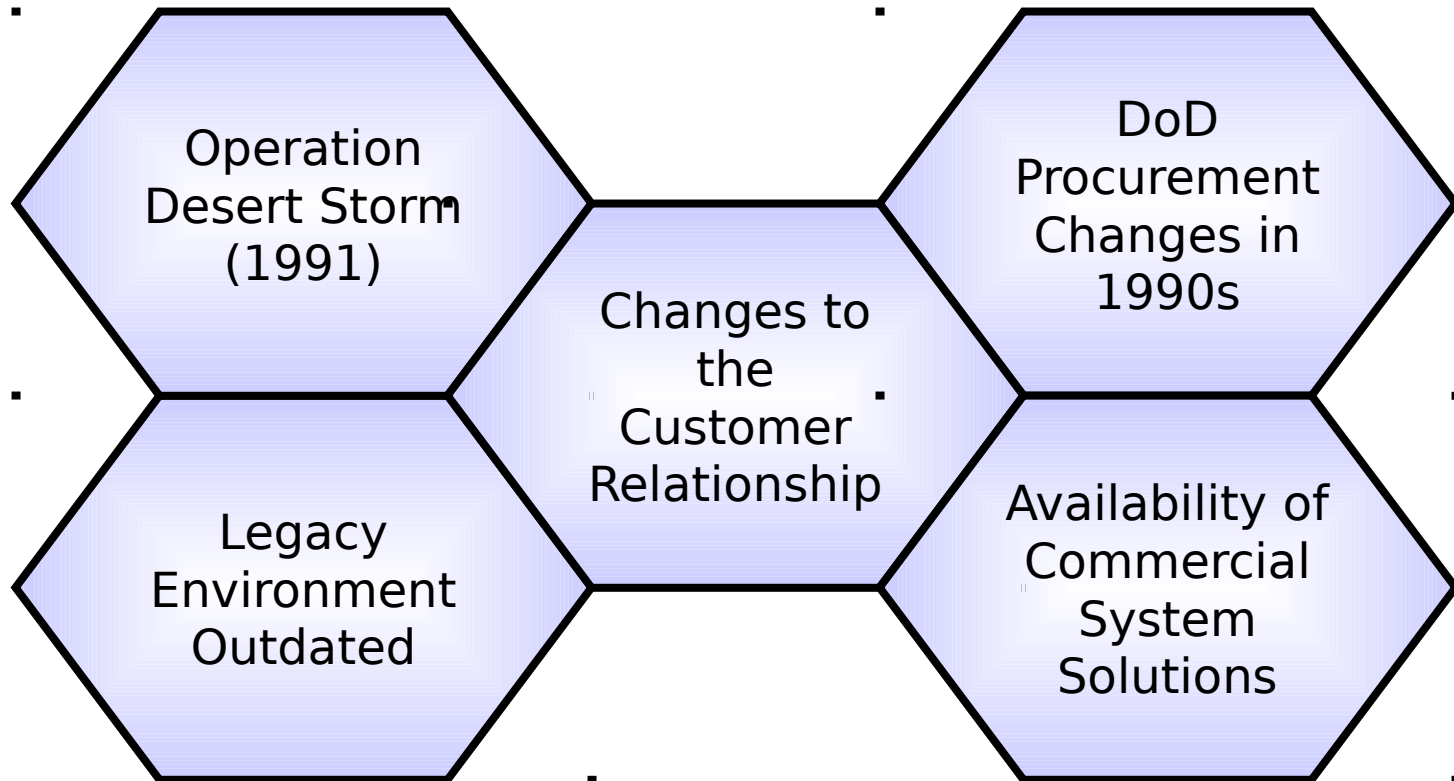
- The CRM Program is moving forward with an Enterprise implementation of new processes and tools within the next 18 months
- This program will have an impact on all customer facing employees
- Our organization is playing a key role in shaping this program
- We will communicate with you about the CRM program on an on-going basis



Case for Change – DLA Transformation



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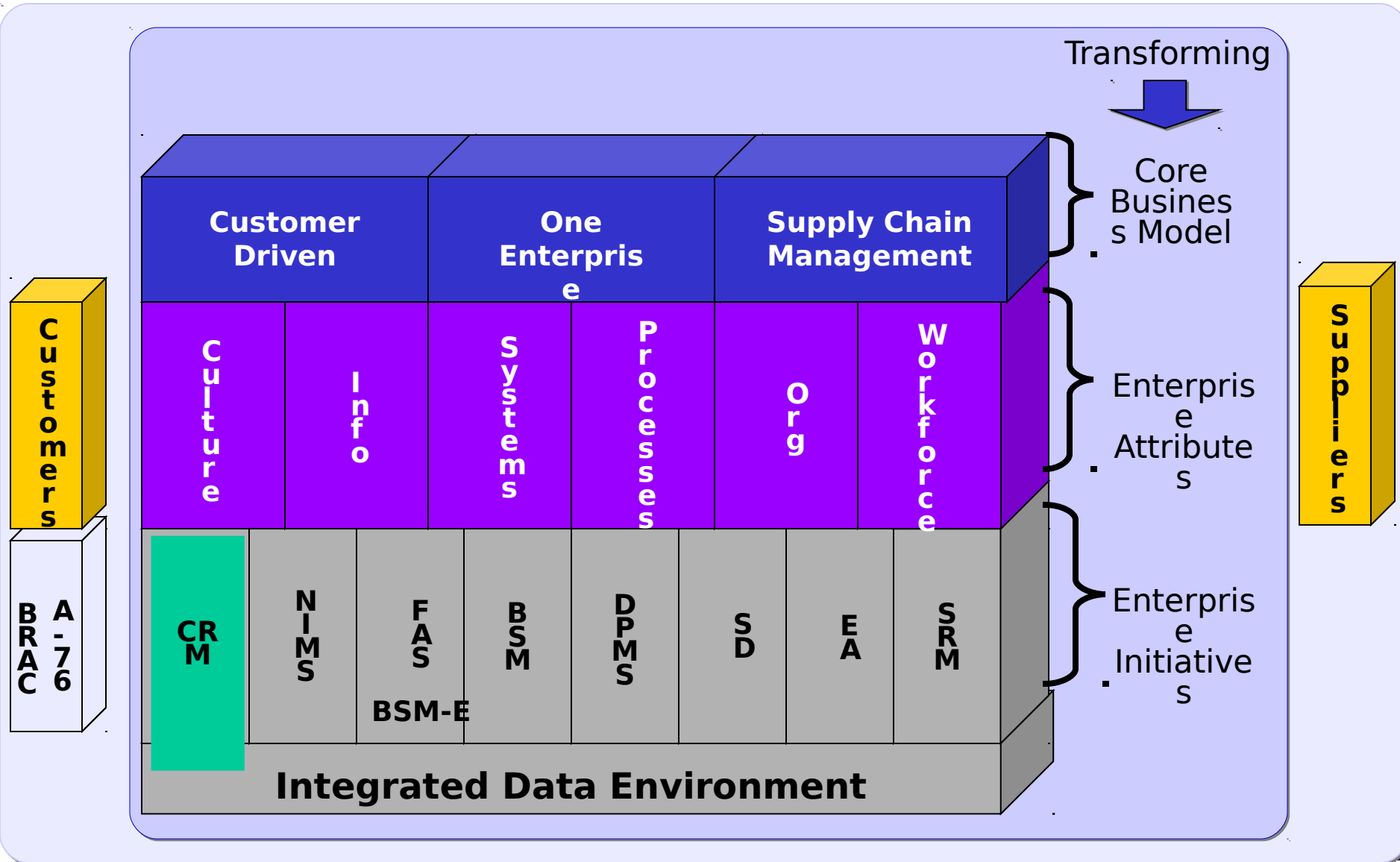




Transformation View - High-Level



CRM... It's about the customer!





What is CRM?



CRM . . . It's about the customer!



CUSTOMER RELATIONSHIP MANAGEMENT

CRM . . . It's about the customer!

**Industry/
Commercial**

"CRM is the bundling of customer strategy and processes, supported by the relevant software, for the purpose of improving customer loyalty and, eventually, corporate profitability."

**"Customer
Loyalty"**

Increase
Corporate
Profitability

DLA

"A customer focused strategy comprised of people, processes, and tools for setting and meeting mutual expectations that optimize value for both the customer and DLA."

**"Customer
Focus"**

Increase
Customer
Readiness



Reasons for CRM at DLA



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Approach to customer engagement is fragmented

Customer intelligence is not proactively managed

Business opportunities do not appear to be captured and managed as a regular course of business

Losing sales and market share

Customers and employees do not realize everything that DLA can do

Customer expectations are not managed well

Doing business with DLA is not easy enough

Challenge of turning customer needs into product and service offerings



What Does CRM Mean to DLA/DESC?



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CRM will enable DLA/DESC to:

- Improve contribution to customer readiness
- Transform customer needs into customer satisfaction with every interaction (provide value across the entire supply chain)
- Provide fully integrated and structured customer engagement processes
- Make it easier for customers to do business with DLA
- Deliver value consistently to military and non-military customers



What are the Capabilities that DLA/DESC is Looking to Implement?



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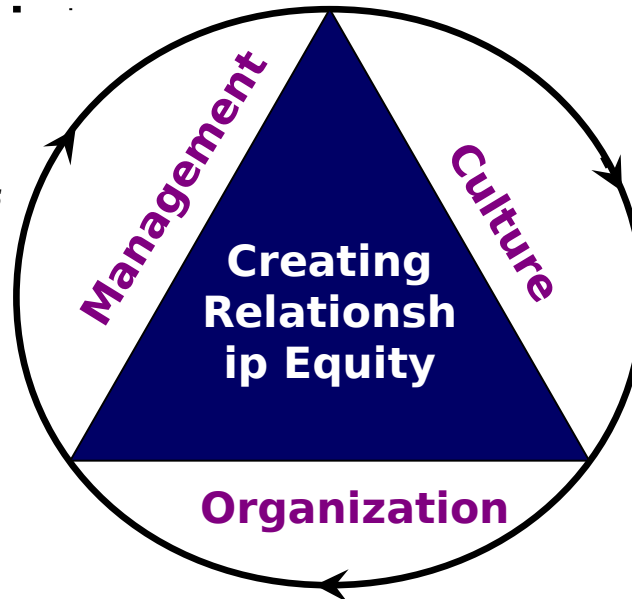
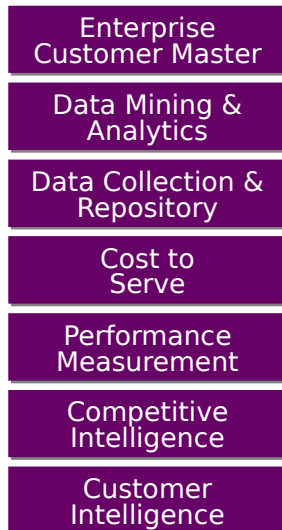
CRM Framework



Analytic CRM

Customer Intelligence

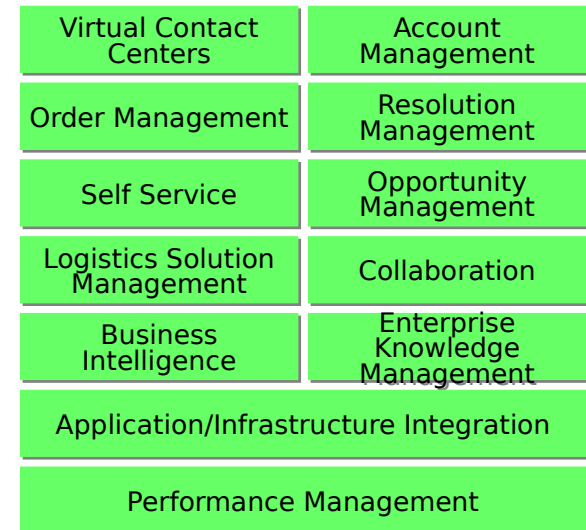
Customer Intelligence Tools



Operational CRM

Transaction and Service Execution

Enabling Technologies, Tools & Processes

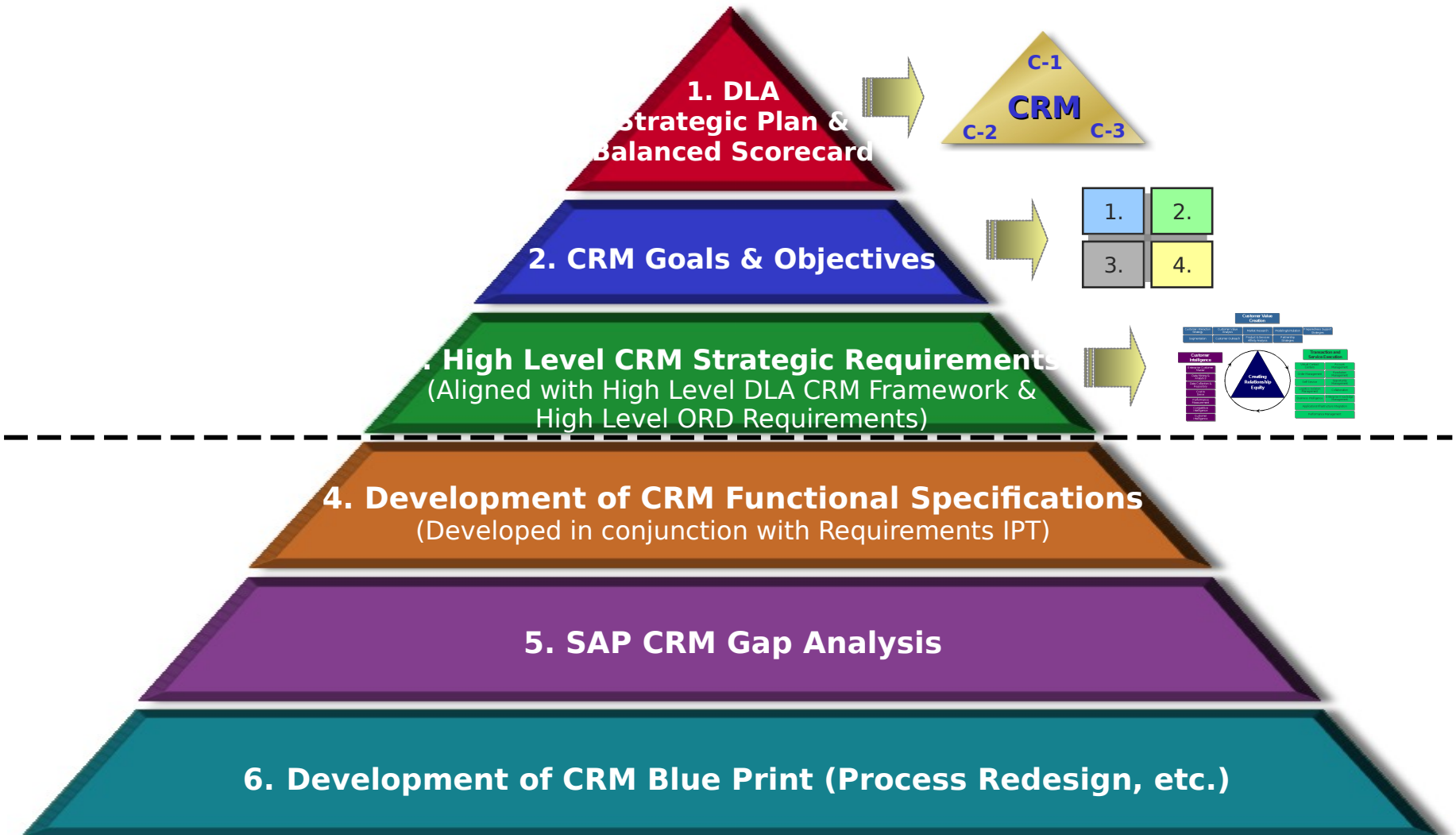




Business Strategy Drives CRM Strategy



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CRM Supports DLA/DESC's Balanced Scorecard



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- **Customer Objective - 1: Engage Customers in a Structured Collaborative and Partnering Relationship**
- **Customer Objective - 2: Translate Customer Needs into Integrated Logistics Solutions to Maximize Readiness and Combat Power**
- **Customer Objective - 3: Deliver Promised Support Consistently**
- **Financial Objective - 2: Minimize Total Life Cycle Costs**





CRM Goals



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1. Build a Customer Centric Culture

(Surround customers with processes, policies, and capabilities)

2. Retain Customers and Expand Markets

(Maintain current and seek new customers)

3. Create Brand Loyalty

(Serve customers well)

4. Reduce Cost-to-Serve

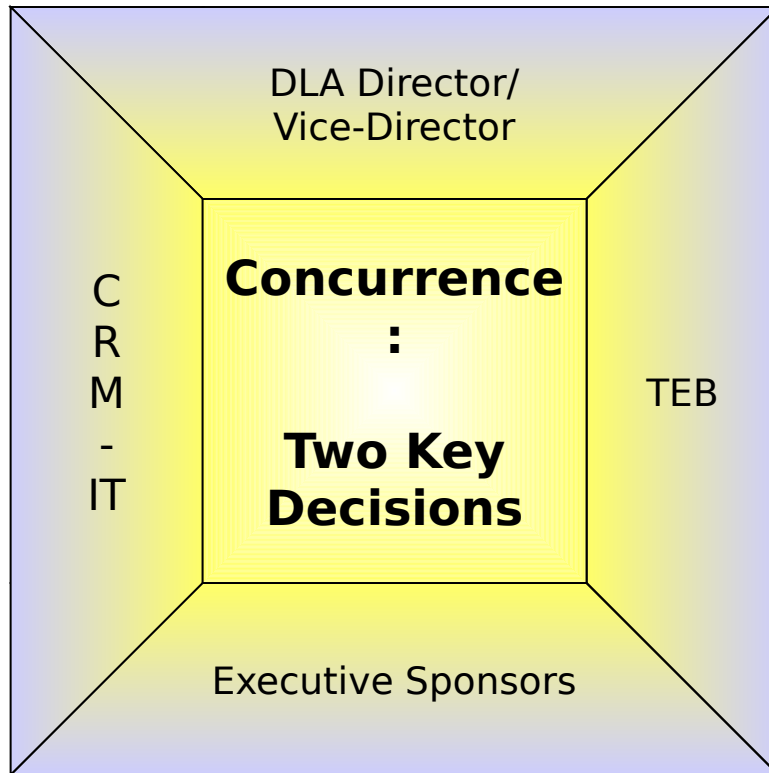
(Become most efficient & effective supplier)



CRM Decision-Makers & Recent Decisions



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Strategic Direction

embraces leading practices for structured service, sales, and marketing processes across the entire Enterprise.

Implementation

Approach focuses on Business Process Re-engineering, then automating and enhancing functionality to

support the Enterprise.

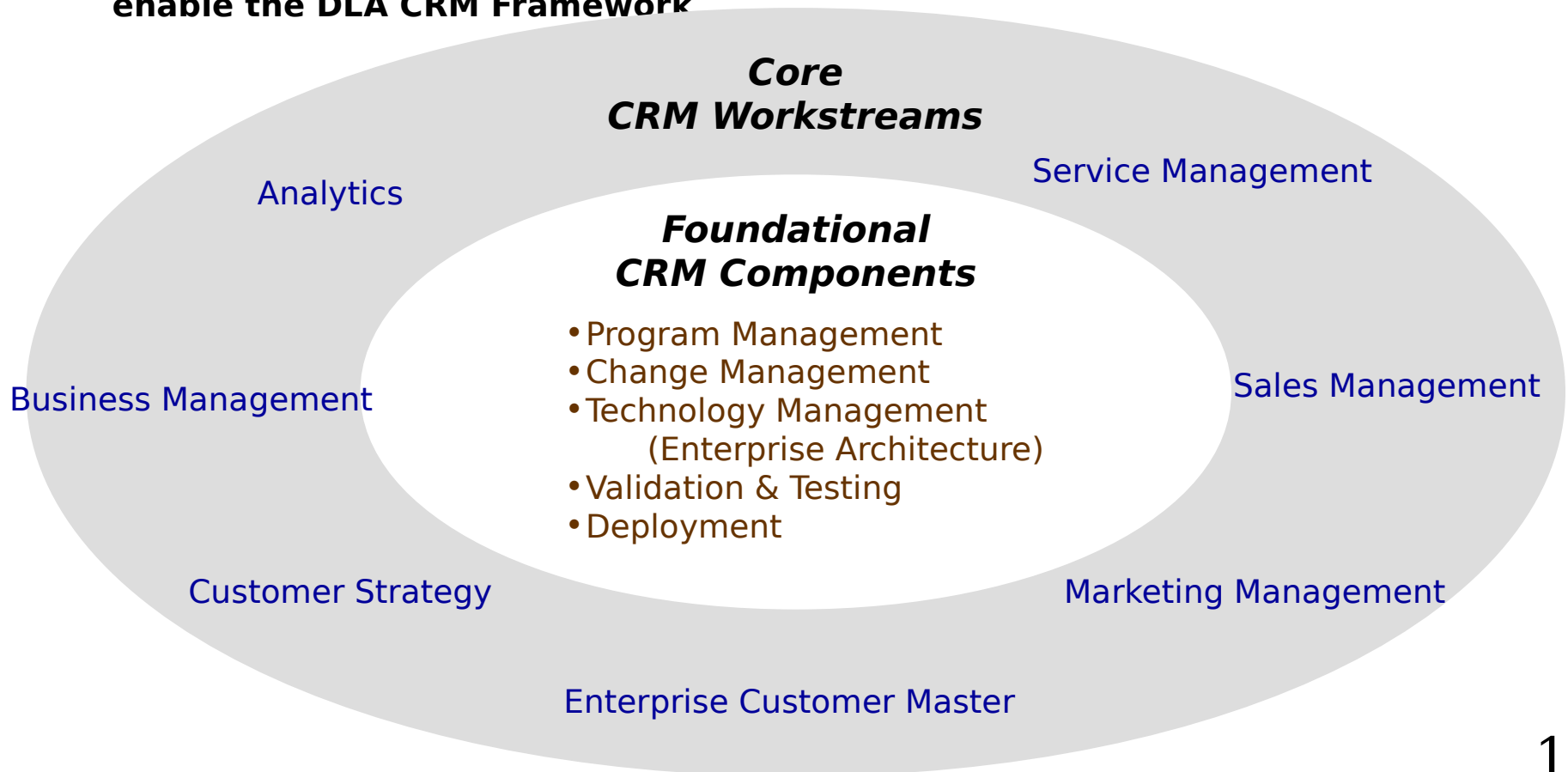


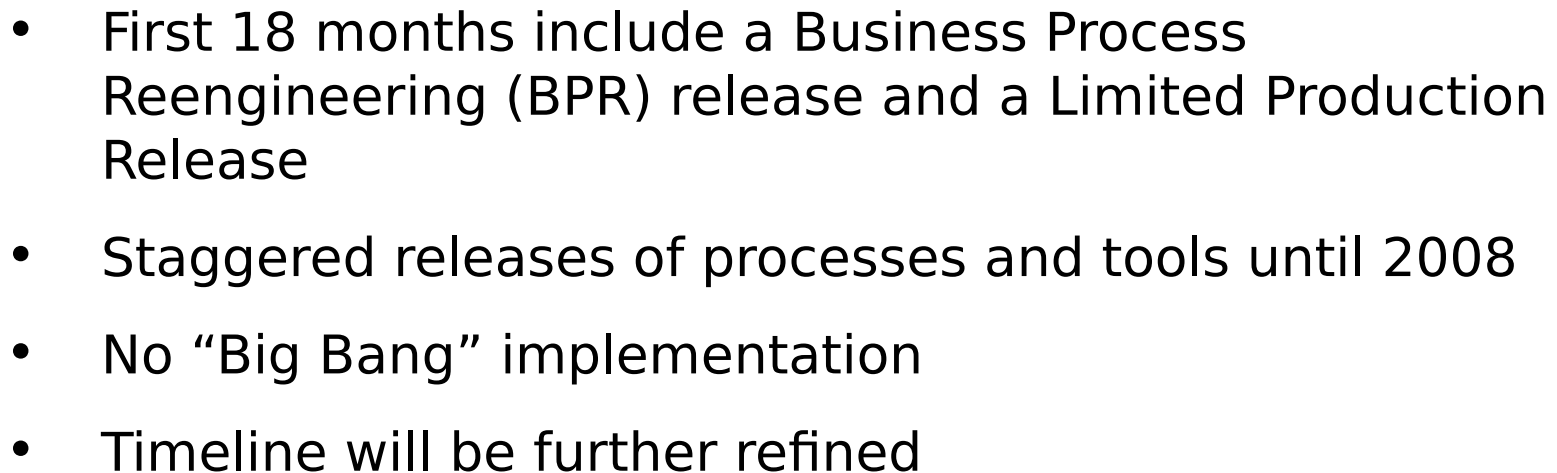
CRM Program Components/Workstreams



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- Foundational CRM Components **support the successful implementation of core CRM workstreams**
- Core CRM Workstreams **are designed and implemented across the Enterprise to enable the DLA CRM Framework**





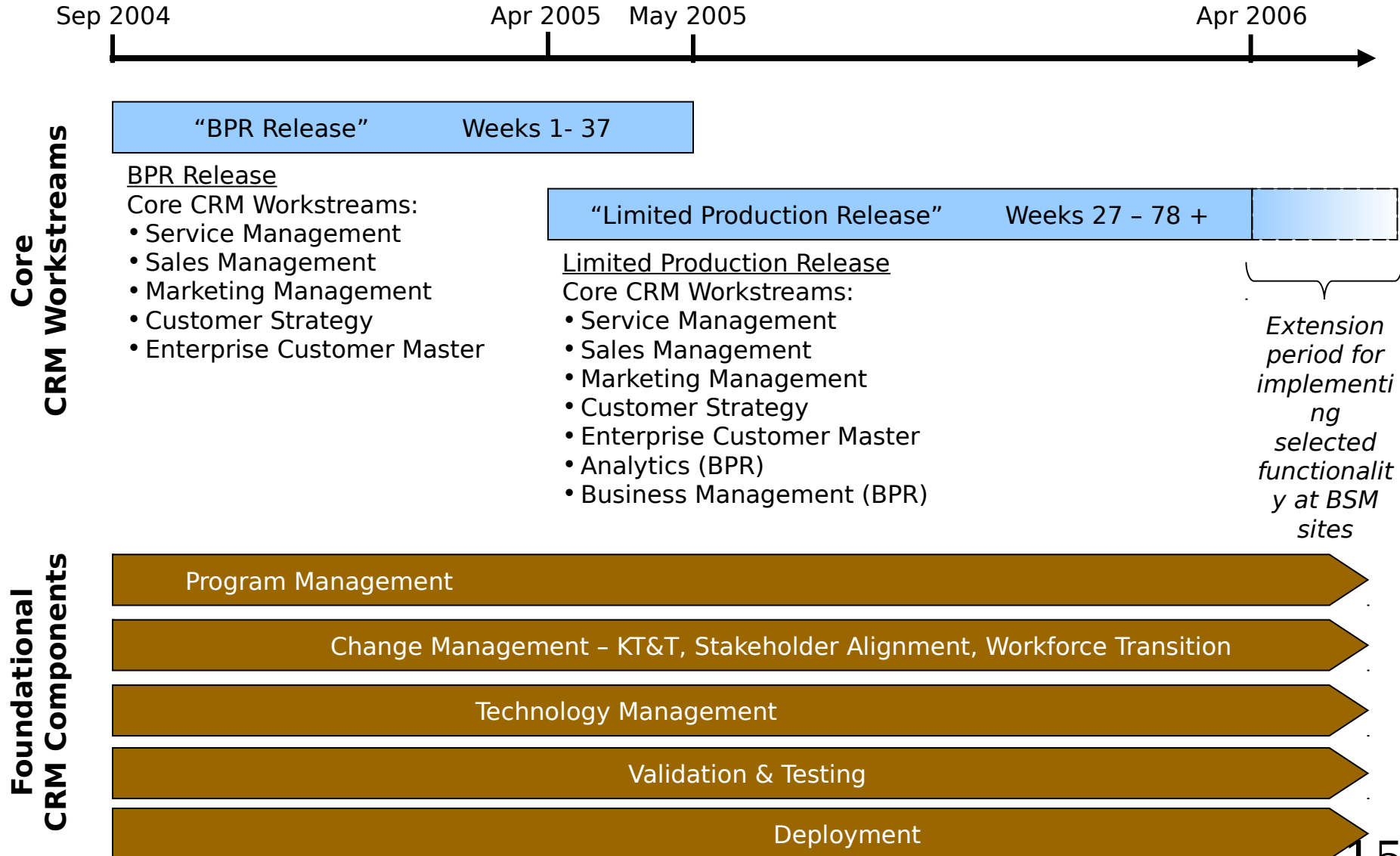
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Proposed Approach & Timeline – Next 18 Months



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Program Organizational Approach



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Transformation Executive Board

Executive Sponsors

Mr. Jim Bailey, DSCR
Mr. Richard Connelly, DESC
Ms. Mae DeVincentis, J-6
Mr. Larry Glasco, J-4
BG Ray Mason, USA, DSCP

CRM Integration Team

DCO/DCO Equivalents from each FA
J-42
J-3 representation
J-1 representation
J-6 representation
DT representation

CRM Site Leads:

Claudia Bibber - DSCP	Dean Newsome - DLIS
Jackie Brankovich - DRMS	Steve Quinn - DLA-P
Amy Briggs - J-1	Jim Sabin - DLA-E
Bob Carroll - J-3	Pam Spillman - HQ J-8
Dennis Copp - DSCC	Susan Turner - DESC
Joe Franklin - DSCR	Greg Tuttle - DAPS
Greg Gordon - DDC	David Warlick - DNSC
Cindy Grimaldi - HQ	
Joan Lindsey - DAASC	

J-42 Leads:

Renee Roman
JJ Miller, J-421
Don Neri, J-422
Steve Ruffa, J-423
Dan DeVincentis, J-424

J-623 Leads:

Bill Gibson
Robin Gardiner

Subject Matter Experts



DESC Customer Support

DESC-DS



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Director - Kelly Morris

Deputy - CDR Jeff Cox

**Customer Relationship
Management**

Strategic Planning
• Bob McClellan
• Stephanie Vance

- **Site Lead - Susan Turner**
- **Functional Analyst - TBD**
- **Functional Analyst - Kelly Bowling, BAH**
- **Functional Analyst - Jim Eberhardt, BAH**



CRM Benefits Customers and DLA/DESC



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For Our Customers

- Increase knowledge of our customers' needs
- Better targeting of customers' individualized needs
- Provide one voice to the customer
- Provide customers with timely and accurate reporting on their key measures (e.g. usage, backorders and anticipated needs)
- Tailor solutions for customers
- DLA will be a more responsive and accountable partner

For DLA

- Enhance ability to improve readiness and customer satisfaction at reduced cost
- Increase agility to support DoD strategies of focused logistics and maneuver warfare
- Increase effectiveness in managing customer expectations and our investments
- Enhance collaboration through collecting and sharing information across the Enterprise
- Equip customer-facing personnel with accurate and timely information



CRM Benefits For You



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For DESC

- Consistent customer information across the Enterprise means better data to pursue opportunities to serve our customers
- New customer tools mean better information to respond to customer's needs
- Improved efficiencies more accurately address customer needs
- Easier access to customer data

For DESC Employees

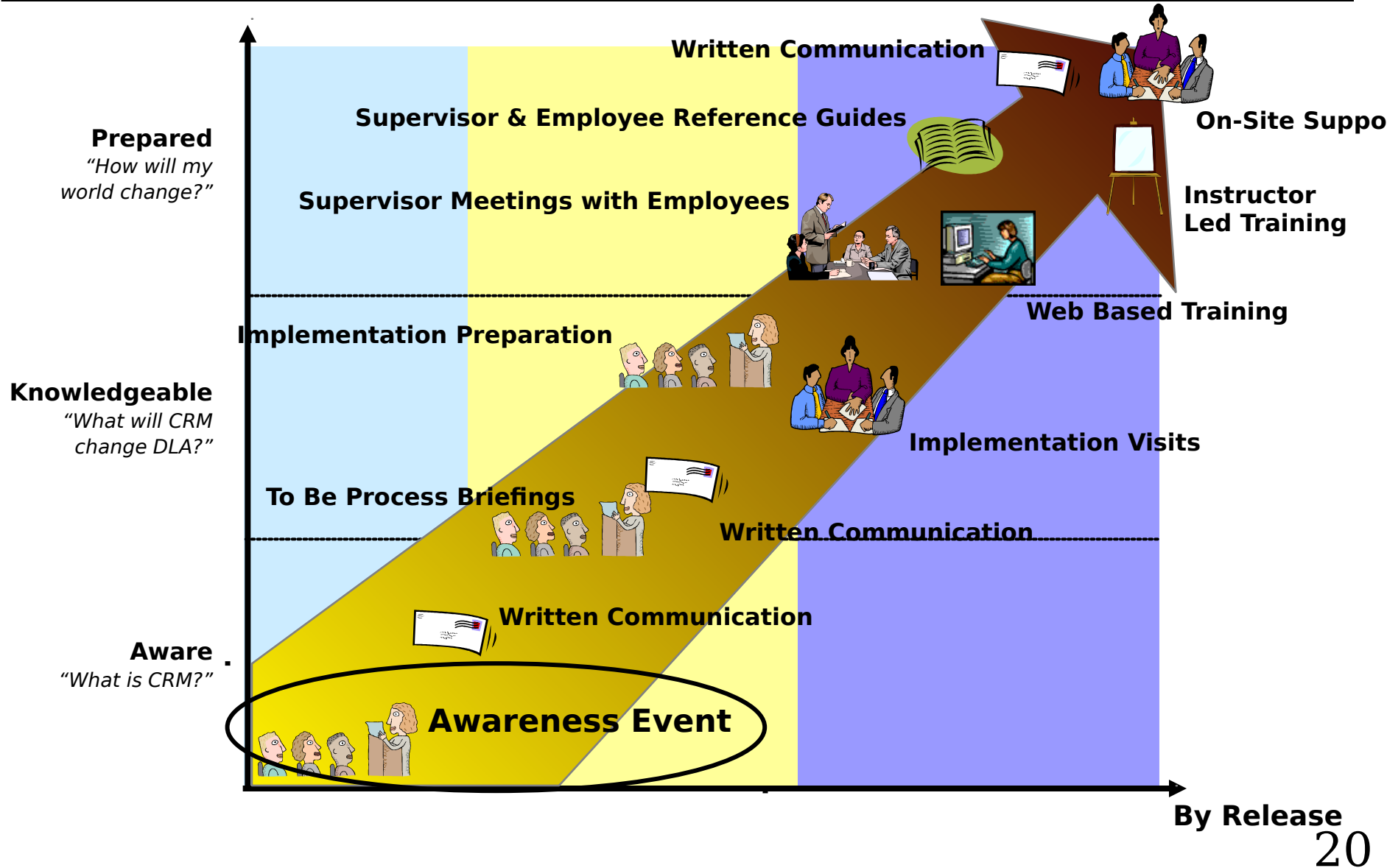
- Easier access to more complete customer data
- Improved processes and tools to serve and support your customers
- Work smarter, not harder through more effective processes and tools
- Reduce customer complaints that must be addressed
- Increased job satisfaction in being able to more confidently speak to our customers about addressing their needs
- More to come...



What's Coming Up... For You



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What's Coming Up... For Customers



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- We will be preparing Customers by:
 - Providing just-in-time communications about changes that will be impacting them
 - Equipping customer-facing employees with communication messages that have been sent to customers
 - Using the Customer Resource Information Center (CRIC) to disseminate customer messages regarding CRM

- We do not anticipate that changes will be evident to customers in the near-term



How Can You Get More Information on CRM?



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- Websites – DLA Specific
 - **eWorkplace**
 - Key word search - CRM
- Related Links
 - CRM Guru
<http://www.CRMguru.com>
 - CRM Forum
<http://www.crm-forum.com>
 - CRM Daily
<http://www.crmdaily.com>
 - CRM Community
<http://www.crmcommunity.com>
- Email
 - Send your email questions to **CRM@DLA.MIL**
- Publications
 - Dimensions
 - DLA Today and Tomorrow
 - DESC Fuel Line



Final Thoughts



CRM . . . It's about the customer!

- The CRM Program is moving forward with an Enterprise implementation of new processes and tools within the next 18 months
- This program will have an impact on all customer facing employees
- DESC is playing a key role in shaping this program
- We will communicate with you about the CRM program